REMARKS

Claims 1-30 and 38-60 are pending. Applicant has amended claims 1-4, 11, 26, 38, 47-48, and 55-56 and added claim 61.

In the Advisory Action dated March 28, 2007, the Examiner indicated that the amendments made by applicant in the last response would not be entered. Applicant herein submits an RCE to reopen prosecution following the Notice of Appeal filed March 20, 2007. Applicant respectfully requests reconsideration of this application in view of these amendments.

In the last Office Action, the Examiner rejected claims 11-25 under 35 U.S.C. § 101 indicating that no tangible result was produced. Although applicant disagrees, applicant has nevertheless amended these claims to recite "providing information about the selected product," and believes that these claims recite a tangible result. Accordingly, applicant respectfully requests that this rejection be withdrawn.

The Examiner rejected claims 1-6, 9-19, 22-30, and 38-60 under 35 U.S.C. § 102(e) over Rorex (U.S. Patent No. 6,876,997) and claims 7-8 and 20-21 under 35 U.S.C. § 103(a) over Rorex in view of Barsness (U.S. Publication No. 2003/0028441).
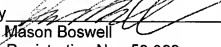
Claim 1 recites "identifying previously submitted queries having words that match phrases on the web page." Rorex does not describe identifying previously submitted queries that match content, such as phrases on a web page. The Examiner refers to the related searches database described by Rorex, but the related searches database is built by examining the pay for placement database not by examining previously submitted queries: "a related search database is created using a pay for placement database." Rorex, col. 2:42-43. Barsness, relied upon by the Examiner for describing web logs, also fails to describe identifying previously submitted queries that match content. Therefore, no combination of the references relied upon by the Examiner teaches all of the elements of claim 1.

Each of applicant's claims recites identifying a previously submitted query related to content. Claim 11 recites "identifying a previously submitted query from the plurality of previously submitted queries based on its relevance to the content and its popularity of submission." Claim 26 recites, "identifying a previously submitted query from the plurality of previously submitted queries that is related to the sent content." Claim 38 recites "a component that identifies previously submitted queries of the popularity-based query table that match the content." Claim 47 recites "identifying previously submitted queries of the popularity-based query table that match the received content." Claim 55 recites "means for identifying products that match the selected previously submitted query." Claim 56 recites "identifying a previously submitted query that matches the content." Thus, each of applicant's claims recites elements not taught by the combination of Rorex and Barsness. Accordingly, applicant respectfully requests that these rejections be withdrawn.

Based upon these remarks, applicant respectfully requests reconsideration of this application and its early allowance. If the Examiner has any questions or believes a telephone conference would expedite prosecution of this application, the Examiner is encouraged to call the undersigned at (206) 359-3265. Applicant believes all required fees are being paid in connection with this response. However, if an additional fee is due, please charge our Deposit Account No. 50-0665, under Order No. 249768071US from which the undersigned is authorized to draw.

Dated: 6/19/2007

Respectfully submitted,

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